



2015 YEAR IN REVIEW

Wyoming Office Of Tourism

That's WY

That's WY

travelwyoming.com



DIANE SHOBER
Executive Director

2016 will be a milestone year for the state of Wyoming as the world’s eyes will be turned towards the national parks, but that’s not the only thing that the Wyoming Office of Tourism (WOT) has in store for this year. As we unveil our new brand and voice, we look forward to showing you, our valued industry partners, what this means for you. Before we look ahead to what is in front of us, let’s take a quick look back on this past year.

2015 was yet another year for the record books. In 2015, visitation to the state increased from 10.1 million visitors to 10.5 million. With this rise in visitor volume, we saw a rise in other categories as well. Visitor spending was nearly \$3.4 billion dollars which contributed \$175 million in local and state taxes. The travel industry also added 690 jobs last year which brings the total to just shy of 32,000 jobs. Impressively, the hospitality and leisure sector accounts for 12 percent of Wyoming’s total workforce.

Adding to these numbers were the great partners we have in state. Local lodging tax boards, CVB’s and private sector businesses spent millions marketing their destinations and properties. Wyoming saw a 14% growth in lodging tax collections and a 46 % growth in private sector marketing. Having local resources like these are extremely important to the work that we all do and these folks deserve credit for the amazing year Wyoming experienced.

Low fuel prices certainly added to increased consumers’ discretionary income and nationwide, travel was on the rise. Ever more reason to keep our foot on the pedal and not let up on our collective efforts to raise our voice and assure the Wyoming brand remains top of mind when consumers are making decisions about their vacation destination.

2015 also marks the end of an era for “Forever West.” I’m excited about this next evolution of our brand; I’m sure just like my predecessors have been before me.

Since 1947, the Wyoming Office of Tourism has been deploying campaigns and evolving brands to assure the brand remains relevant over time. This year, we’ll be unveiling our brand “That’s WY.” An ownable brand platform that can endlessly and emphatically answer the question, “Why visit Wyoming?” Our new content based marketing strategy takes us beyond just our physical assets, but rather focuses on the unparalleled sense of adventure that Wyoming delivers. It’s about the curiosity and the sense of wonder that one feels when they are here and creating the emotional connection to the audience to inspire visitation.

As we evolve our brand and our organization, we are committed to delivering opportunities of mutual value for our partners, to elevate our brand above the clutter and deliver visitors to our state and to assure our industry remains a strong and viable contributor to Wyoming’s economy.

A great amount of work has been accomplished and a great amount of work lies ahead. None of which could be accomplished without the extremely bright and talented staff at WOT. I’ve never been more proud to be associated with such a fine group of people. And I am also very grateful for the solid leadership provided by Chairman Sandy Newsome and the members of the Wyoming Tourism Board, all of whom generously donate their time and expertise to assure the success of our beloved tourism industry.

Thank you for all you do to make sure visitors have the best possible experience while visiting Wyoming!

My best,

A handwritten signature in black ink that reads "Diane Shober". The script is fluid and cursive.

Diane Shober
Executive Director
Wyoming Office of Tourism

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ECONOMIC IMPACT (ALL TRAVEL):

Overnight leisure tourism
continued to grow in 2015, reaching
10.5 MILLION VISITORS.

This represents a
4.2% INCREASE
In overnight leisure visitors.

2.2% INCREASE
IN TRAVEL-RELATED JOBS
(31,950) over 2014

7.4% INCREASE
IN STATE & LOCAL TAXES
(\$175 million) over 2014

\$3.4 BILLION IN DIRECT
VISITOR EXPENDITURES

ADVERTISING IMPACT:

WOT has consistently returned significant economic impact on its leisure marketing, with the 2015 spring/summer campaign generating \$1.2 billion in visitor spending, up 6% from 2014.

Total Economic Impact of Advertising	2013	2014	2015
Total Influenced Trips	661,798	808,132	850,412
Visitor Spending	\$722,683,566	\$1,095,019,383	\$1,164,213,985
Advertising Budget	\$5,380,195	\$5,216,461	\$5,754,175
ROI	\$134	\$210	\$202
Taxes Generated	\$29,630,026	\$44,895,794	\$47,732,773
Tax ROI	\$5.51	\$8.61	\$8.30

CONSUMER INQUIRIES:

2.45 MILLION
visits to the website

Although desktop sessions were down 17%,
mobile visits to the web

INCREASED 58%
over 2014.

2.56 MILLION TOTAL INQUIRIES
(including web, mail and phone)

Official Traveler's Journal fulfillment
and digital downloads were

UP 14% IN 2015

226,000

Direct Partner Referrals

2015 SUMMER
CAMPAIGN RESULTS:

Total aware households
INCREASED 16%
from 7.65 million in 2014, to
8.9 MILLION IN 2015.

“Untethered Summer” branding video viewed over
400,000 TIMES
across four multimedia channels.



The launch of the Seattle market with creative executions for out-of-home, digital radio, TV, mobile, rich media, and PR and media efforts proved to be successful reaching

90% OF WOT’S TARGETED GOAL
by achieving
45% OVERALL AWARENESS
in-market.



The Wyoming Office of Tourism also hosted a reception for Seattle-area media and influencers to “experience a true taste of Forever West.” Members of the media and online and social influencers were invited to Westland Distillery for an opportunity to meet Wyoming personalities; take a ride in a historic bus visiting from Yellowstone National Park; and sample Wyoming-inspired and sourced foods.

More than 30 top tier media contacts and online influencers attended the event and the resulting media relations activity led to earned media opportunities with the potential to reach more than

45.1 MILLION POTENTIAL TRAVELERS.

BVK SELECTED AS ADVERTISING AGENCY OF RECORD:

After an extensive RFP including a nationwide search, BVK came on board in July 2015 as the Ad Agency of Record. BVK is a full-service advertising agency with a strong specialty in tourism, travel and destination advertising.

Working closely with WOT, BVK is charged with the development and implementation of a comprehensive advertising and content strategy. At its core, this strategy focuses on delivering a unified and sustainable brand narrative that is driven by rich content and experiences. In August, BVK moved quickly to complete a summer production shoot; in September, developed and deployed the 2015 Winter Campaign; and in October, developed a robust campaign and executed the media plan to support the launch of the Good Dino film.

2015/16 WINTER CAMPAIGN HIGHLIGHTS & RESULTS

The Wyoming Office of Tourism continued their 2014/15 partnership with snowboarder, Travis Rice, to promote the state's winter product through a digital media campaign and sweepstakes. Advertising efforts included display banners, native placements, blogger content and Pandora radio driving to the winter.wyomingtourism.com microsite.

Campaign performance exceeded overall benchmark KPIs from the year prior, as well as travel industry averages across the various digital outlets.

Total Impressions:

37,935,439

Total clicks:

115,527



Total sweepstakes entries:

14,759

*Metrics representative of October 1, 2015 through February 5, 2016.
Campaign ends February 29, 2016.



GOOD DINO CAMPAIGN RESULTS:

In the fall of 2015, the Wyoming Office of Tourism secured a partnership with Disney/Pixar to become the official destination partner of the animated film, The Good Dinosaur. Capitalizing on this synergy has proven to be successful for the first flight of the campaign which launched in the weeks surrounding the theatrical release.

829

TV spots ran across national digital cable

41.3 MILLION

Household impressions generated by TV campaign

196

National radio spots

60.7 MILLION

Household impressions generated by radio campaign

12.3 MILLION

Impressions generated by digital media

22,000

Unique web views



As part of the effort in partnership with Disney/Pixar’s “The Good Dinosaur,” WOT and WOT’s PR agency, Fahlgren Mortine began story mining in an effort to identify key facts and opportunities to experience paleontological destinations in Wyoming. These efforts focused on Wyoming’s strong ties to paleontology, a clear connection to the film and numerous visitor experiences in the state connected to the film and paleontology.

Earned media coverage from the partnership resulted in more than 800 stories reaching approximately 796 million in audience including the Toronto Sun naming Wyoming Tourism’s effort around The Good Dinosaur

**ONE OF THE WORLD’S
TEN BEST TOURISM
CAMPAIGNS,**

Travel + Leisure running a story, “Wyoming Invites Fans of Disney-Pixar’s ‘The Good Dinosaur’ to Participate in State’s Paleontological Experiences” as a Close-Up piece and a story by the Associated Press Cheyenne, WY desk that led to print and online stories throughout the US and Canada.





2015 HIGHLIGHTS:

Wyoming Celebrates Its 125th Anniversary of Statehood

On July 10, 2015, Wyoming celebrated its 125th birthday. WOT identified 125 uniquely Wyoming experiences statewide that visitors (and even residents) were encouraged to explore. As part of the anniversary celebration, a social media campaign was created around #WY125 including a downloadable map and a custom illustrated WY125 commemorative sticker. The campaign earned media cover on *MyFamilyTravels.com* and *Village View Publications*.



Wyoming Bolsters UK Presence With Help from Governor Mead and WY Partners.

Governor Matt Mead, along with WOT and industry partners completed a high-level sales mission in October 2015 to the United Kingdom. Through coordination from the Wyoming Office of Tourism's UK's representation, KBC, representatives from the cowboy state focused on the United Kingdom's media and travel trade outlets as well as their potential consumer travelers.

The mission itself was based in London, but its reach expanded across the country through interviews with the BBC as well as 30 other commercial stations to be broadcast nationwide. The potential broadcast reach was in excess of **5.6 MILLION PEOPLE** for traditional media added to the potential online reach of

12.8 MILLION PEOPLE.

2015 HIGHLIGHTS CONTINUED:

Cowboy Marketing

Team Wyoming made its biggest worldwide impression in ten years of sponsoring pro cowgirls and cowboys with Meeteetse bullfighter Dusty Tuckness serving as the main topic of a profile by “The New Yorker” magazine. A strong relationship with Las Vegas Events led to another year of Wyoming cowboys being deployed as faces of the National Finals Rodeo for television audiences in live early morning broadcasts on the opening day of rodeo’s Super Bowl. A young barrel racer from Gillette joined our team and Cassidy Kruse won the first round of her first national final appearance.

Wyoming DMO’s Increase International Outreach

Through a collaboration with Brand USA and Miles Media, nine DMO partners created enhanced pages on Brand USA’s Website and six in-language videos.

Wyoming Assisted Features on the Big Screen

In 2015, the Film Industry Financial Incentive (FIFI) program approved five applications, including “Wild Yellowstone,” which premiered on Nat Geo WILD this past December. The two-part documentary shows the extremes of life in the “Frozen Frontier” and “Grizzly Summer” of the world’s first national park. The WOT Film Office assisted numerous other film and television inquiries/projects throughout the year as well, including 16 commercials, 17 documentaries, and 16 feature films.

Technical Assistance Co-op Program Launches

The Technical Assistance Co-op Program was designed to support and facilitate projects that contribute to the development of the tourism industry statewide. A total of 11 partners were supported in 2015 through WOT matching funds of over **\$45,000**. The projects ranged from visitor way-finding signage projects to marketing research initiatives to drive tourism development strategies.

In addition to the launch of the program, WOT developed an Industry Program Catalog/Industry Partnership Guide as a resource to help the industry leverage and maximize the impact of the Wyoming Office of Tourism's programs through a progressive development approach.



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